

# CITY OF NEWPORT BEACH



**Contact(s):**

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**Media Advisory:**

**Event Date:** Friday, March 30, 3-4 PM (PDT)

**An old fashioned throwdown for OC's most water wise city**

**Newport Beach and Laguna Beach Vie for Bragging Rights in the National Mayor's Challenge for Water Conservation, March 30-April 30.**

**Summary:** Two mayors. Two cities. A challenge for bragging rights to see who is the most water wise. Newport Beach Mayor Nancy Gardner and Laguna Beach Mayor Jane Egly share municipal real estate on one of the most picturesque coasts in the country. But when it comes to how much each city takes care of its environment, both mayors are willing to bet that their residents will go the extra mile. The two mayors will lay down the gauntlet at the Orange County kickoff for the National Mayor's Challenge for Water Conservation, an online competition between cities across the United States to see whose residents can conserve the most water and reduce pollution into local watersheds. A victory could mean a share of a \$50,000 prize package, including a Toyota Prius c Hybrid, custom-designed sprinkler systems from Rain Bird, Eco-Flow Showerheads from WaterPik, Sterling water-saving toilets, and gift cards from Lowe's Home Improvement stores for residents in their city who took the challenge. The program is in celebration of the 40th Anniversary of the Clean Water Act.

The challenge is a free community service project at [www.mywaterpledge.com](http://www.mywaterpledge.com) and is open to any person in the United States. The program is presented by the Wyland Foundation and Toyota. Other partners include the US EPA, Rain Bird, Waterpik, Sterling Plumbing, Lowe's, NOAA, US Forest Service, PADI, and Project AWARE. A partial list of mayors who are taking the challenge include Los Angeles, Honolulu, Denver, Tucson, Miami Beach, Pasadena, Williamsburg, Torrance, and Redondo Beach.

**Who:** Newport Beach Mayor Nancy Gardner; Laguna Beach Mayor Jane Egly; Environmental Artist Wyland; Toyota Vice President of Philanthropy Michael Rouse, and Nancy Stoner, head of the office of water for the U.S. EPA

**What:** Media conference to kickoff Mayor's Challenge for Orange County cities;

**When:** Friday, March 30, 3-4 PM (PDT)

**Where:** Back Bay Science Center, 600 Shellmaker Rd, Newport Beach

**Web Links:** <http://www.mywaterpledge.com/> <http://www.wylandfoundation.org>  
<http://www.newportbeachca.gov> <http://www.lagunabeachcity.net> [www.toyota.com](http://www.toyota.com)

**Background:** Cities will be divided into four regions (West, Midwest, South and Northeast) and categorized by population (5,000-30,000 residents, 30,001-100,000 residents, 100,000+ residents). Cities with the highest percentage of residents who take the challenge win. Participants in the winning cities will be eligible to win from the prize pool. **Laguna Beach** has passed an ordinance that prevents businesses from using single-use plastic bags and foam containers and has strict code enforcement to encourage environmental stewardship. **Newport Beach**, too, has stepped up its efforts for environmental protection by embracing environmental programs, improving ocean and bay water quality. The city recently received A+ grades on Heal the Bay's annual report card.

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